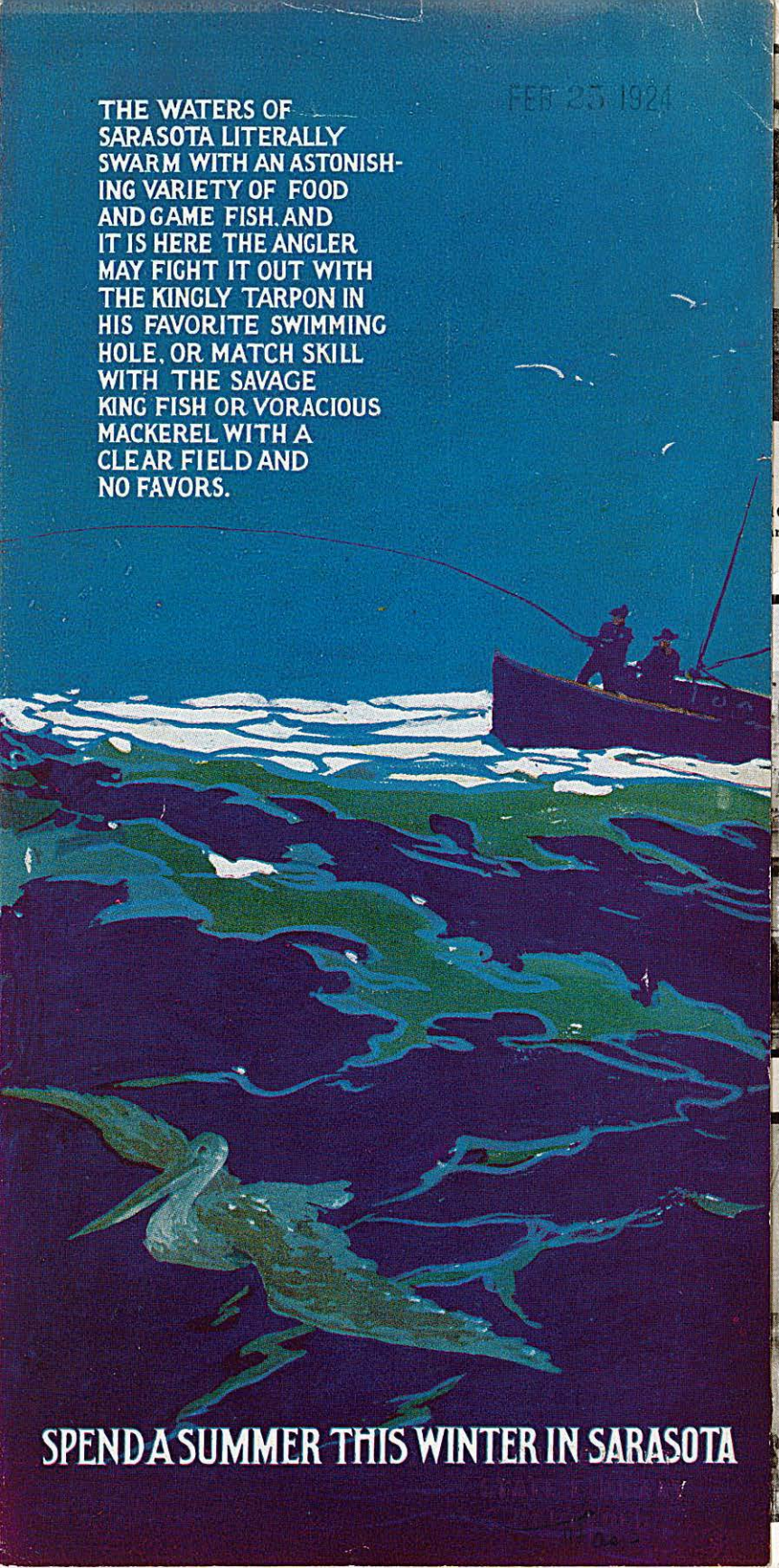
Fla.
SARASOTA
A CITY OF GLORIFIED OPPORTUNITY
GOLFING
SWIMMING, BOATING
FISHING, SHOOTING
BASEBALL, TENNIS, ETC
365 DAYS IN THE
YEAR

FEB 25 1924

THE WATERS OF SARASOTA LITERALLY SWARM WITH AN ASTONISHING VARIETY OF FOOD AND GAME FISH. AND IT IS HERE THE ANGLER MAY FIGHT IT OUT WITH THE KINGLY TARPON IN HIS FAVORITE SWIMMING HOLE, OR MATCH SKILL WITH THE SAVAGE KING FISH OR VORACIOUS MACKEREL WITH A CLEAR FIELD AND NO FAVORS.



SPEND A SUMMER THIS WINTER IN SARASOTA

SPEND A SUMMER THIS WINTER IN SARASOTA

SARASOTA

WHERE NATURE IN HER KINDLIEST MOOD EVER SMILES A GLORIOUS WELCOME
WHERE WINTER SUN VIES WITH SUMMER BREEZE TO MAKE LIFE AN ALL YEAR JOY

SARASOTA

SIXTY MILES SOUTH OF TAMPA ON THE GULF OF MEXICO

Sarasota of all the cities in Florida has that happy combination of climate, soil and location which appeals to everyone, whether in quest of pleasure, home or investment.

Nestling in the emerald crescent of Sarasota Bay it presents a picture of infinite charm and enduring memory.

Separated from the Gulf of Mexico by a chain of low lying Keys which seem to float mirage like between the opalescent waters and the magic skies, this queenly city faces a panorama which for sheer beauty is unsurpassed in all the world.

For the greater enjoyment of this matchless view the city has built a Recreation Pier, extending a great distance into the bay which is the finest example of modern concrete pier construction to be found in Florida. Artistically and practically it fulfills every hope of the designers, and is an achievement of which the city is justly proud.

Embellished with beautiful dock buildings, boat landings, wide promenades, tropical plants and a profusion of flowers, it is a never failing source of pleasure to visitors and citizens alike.

For the bather, Sarasota offers a beach that is a real joy. On the velvet smooth bottom of the Ocean one may venture out hundreds of yards in perfect safety, and the white hard packed sand extending for miles along the shore makes a natural boulevard where motorists and pedestrian may also share with the bathers the glory of this unrivaled setting.

For Those Who Love Boating—

Where is there such water for motor or sail boat as Sarasota Bay? With its wide stretches and deep channels, its winding currents and surging tides, and ever changing shore line, its beautiful sunsets, it is truly a boatman's paradise.

For the Fisherman—

Sarasota's appeal is irresistible, and the large daily catches offer eloquent testimony to the super-abundance of supply at all seasons.

For the Hunter—

The country adjacent to Sarasota abounds in game of all kinds—quail, duck, curlew and snipe are plentiful, and wild turkey and even deer are often the reward of the fortunate nimrod who ventures farther afield.

For Golf and All Out-Door Sports—

Sarasota has no closed season. Postponed games on account of bad weather are unheard of. The sun is warm in winter and the breeze is cool in summer and the flowers bloom and the birds sing every day in the year.

It is evident that any place possessing so many natural

advantages could not long be overlooked by the all-seeing eye of Capital, and for several years a number of nationally known men of great wealth have made it their home. They have been quietly investing and developing plans which soon will make Sarasota a storm center of opportunity.

Tens of thousands of acres of surrounding territory have been cleared, drained and set out in citrus groves under highly scientific supervision, and tens of thousands more are in process of preparation to accommodate the hosts of prospective tenants.

Immense tracts of fertile land are devoted to truck farming. Celery, strawberries, tomatoes, peppers, and many other kinds of vegetables are raised and shipped to hungry markets at a season to command top prices.

This outside growth means a constantly increasing population dependent on and tributary to Sarasota.

Within the city new building is going on in every direction. A number of splendid private homes are being erected, and many business blocks are appearing almost over night.

The unique character of the newer building makes it evident that Sarasota has struck a novel note in architecture that will have a dominating influence on the entire state.

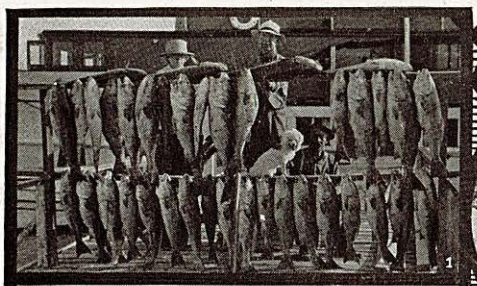
The neighboring Keys soon will be linked to the main land by additional bridges and causeways, and modern highways will be constructed in furtherance of a plan that will make these Keys the theater of the most ambitious and artistic landscape development ever attempted in Florida.

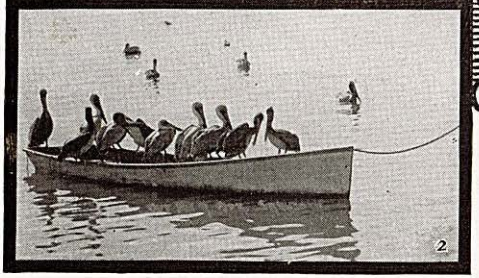
In a short time this section will become a Mecca for thousands who seek what here they will find—beauty, health, pleasure and business opportunity midst glorified surroundings—a paradise on earth.

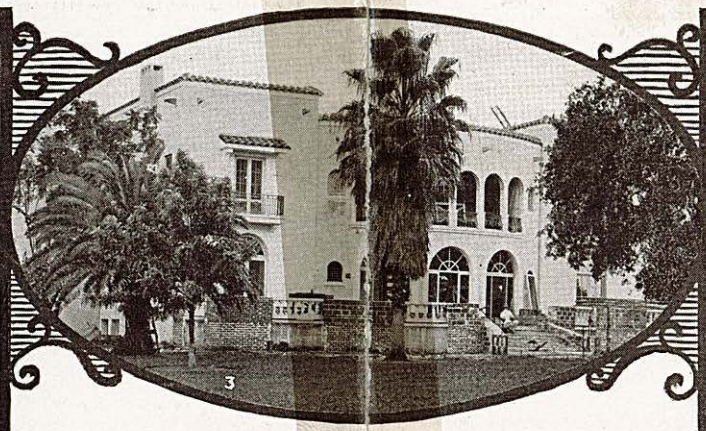
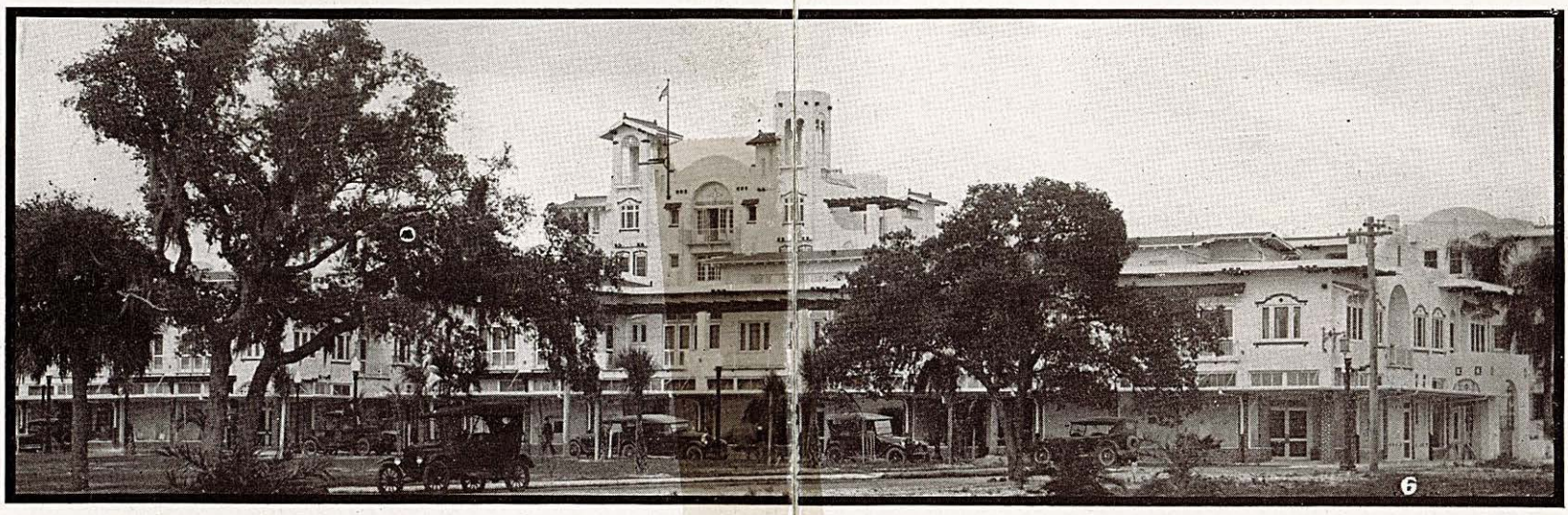
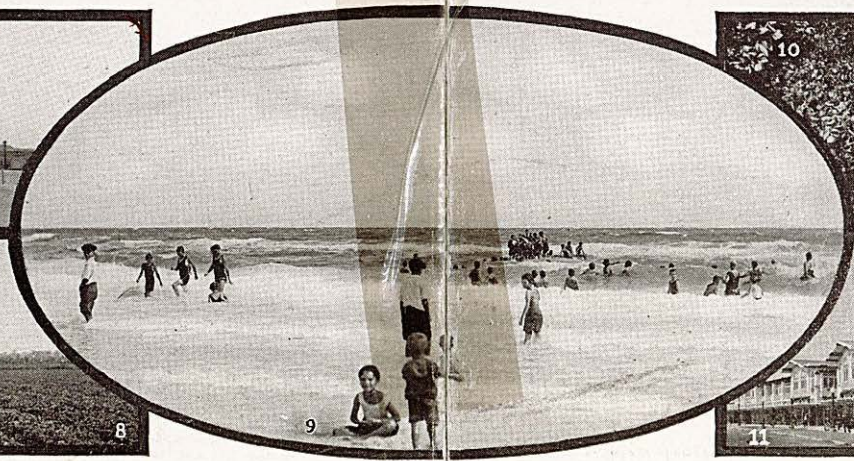
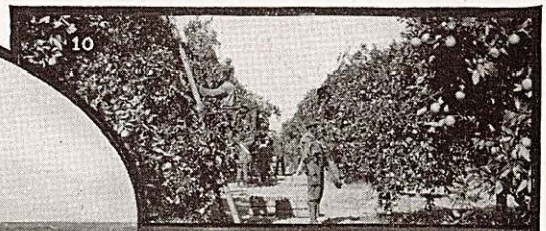
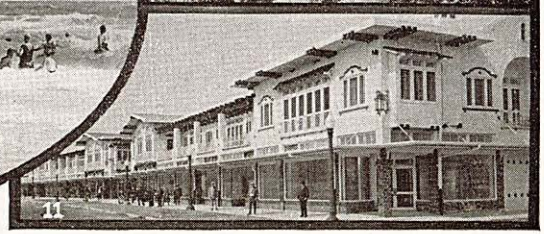
Sarasota is building for the future. Her citizens have vision and are aiming at a high ideal. They are working out a pre-conceived plan to make this city the beauty spot of the United States, a veritable City of Destiny.

Civic spirit runs high and team work is everywhere in evidence. Clubs, societies, churches, banks, schools and private citizens are united in the onward movement toward the great goal—namely, to make Sarasota a city of twenty-five thousand permanent residents within the next five years with more than double that number in winter. Nor is this aspiration unjustified.

With her splendid climate; unsurpassed location, the most beautiful bay in Florida; through service on two great railways; direct boat route to Tampa and St. Petersburg; municipally owned electric light and water works; greatest recreation pier in the South; magnificent hotels; modern banks, many churches, and fine schools; live Chamber of Commerce; clubs and societies; ideal 18-hole golf course; new fair grounds and baseball park, exceptional fishing, boating and hunting; countless fine roads for motorists, including the wonderful Tamiami Trail, Sarasota is indeed favored of God and man.







(1) Twenty Minutes Work. (2) Native Divers. (3) A Sarasota Palace. (4) A Bit of Shore Road. (5) Golf Club House. (6) Hotel Mira Mar. (7) Recreation Pier. (8) Celery Field Near Sarasota. (9) Sarasota Bathing Beach. (10) Orange Grove Near Sarasota. (11) Mira Mar Apartments.